



**DEFENSE LOGISTICS AGENCY
DEFENSE CONTRACT MANAGEMENT COMMAND
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IN REPLY
REFER TO

AQOA

OCT 16 1996

**MEMORANDUM FOR COMMANDERS, DEFENSE CONTRACT MANAGEMENT
DISTRICTS**

**SUBJECT: DCMC Memorandum No. 96-060, Clarification of DCMC Policy on
Postcard Trailer Program (INFORMATION)**

This is an INFORMATION memorandum effective for a 2 year period ending September 30, 1998, or until FAR Part 45 is revised, whichever occurs first. Target audience: Districts.

The purpose of this letter is to clarify existing policy relating to the postcard trailer program. The Districts will continue to collect postcard trailer feedback to assess contract management effectiveness.

Postcard trailers are directly related to the FY97 Business Plan through Objective 4.1: Enhance contract management effectiveness by focusing on customer feedback, and Performance Goal 4.1.2: Field activities continue to solicit customer satisfaction information via Trailer Cards. The Business Plan performance indicator requires us to maintain the level of customer satisfaction above a rating of 4.0.

Primarily trailer card feedback is to be used to pinpoint specific areas of customer dissatisfaction with DCMC products and services at the transactional level, i.e. the level where the products and services are produced on a daily basis. The Districts will continue to monitor timely corrective action with the respective DCMC field offices in cases where ratings do not meet required performance levels.

Additionally, trailer cards provide important feedback about the customer's level of satisfaction with the quality of information (accurate and complete) provided by DCMC. They also provide feedback about the customer's satisfaction with DCMC support in meeting their scheduled needs (timely) and providing useful information (value added). This feedback can thus provide an objective link between a specific product, i.e., pricing report, and a generic measure (Right Item or Right Time).

The trailer cards are part of an overall system for continuously assessing customer satisfaction, and should be used as indicators of where the Command needs to place emphasis in order to meet the customer product, service and information needs. The value of the trailer card process is dependent upon the percentage of trailer cards that are returned. It is DCMC's intent to continue to utilize the trailer cards to the greatest extent

AQOA is in the process of developing an electronic trailer card program which will automatically assign control numbers and track the quantity of trailer cards generated, sent out, and returned. This will provide the capability to determine return rates for the Command, assess the level of customer participation, quantify usage rates at each DCMC field office and facilitate a statistical sampling program.

The POC for this is Armond Darrin at AQOA, Comm: (703) 767-2383 or DSN: 427-2383.



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